

To Whom It May Concern:

As the owner of a high definition ready television, I am concerned about the proposed rules regarding a “broadcast flag”, and the additional regulations being proposed to prohibit non-compliant hardware from being distributed.

Throughout the existence of the consumer electronics industry, so-called “early adopters” have driven innovation through their desire to experience the advances in technology regardless of price or accessibility. Indeed, the DVD marketplace was created by these early adopters, and is now considered one of the most successful consumer product launches in history.

For the first time, the entertainment industry is attempting to force the consumer electronics industry to penalize its best customers by intentionally obsolescing the equipment purchased by early adopters.

Most currently available high definition ready television sets only support analog hi-def signals provided by high-bandwidth component video or VGA-style RGBa connectors. Additionally, providers of digital set top boxes currently provide hi-def output via these interfaces. Under the proposed rules, citizens who utilize this hardware combination will be unable to receive and utilize hi-definition signals, as the proposed regulations require that analog outputs be limited to the 480i format when the broadcast flag is set.

This sets a dangerous precedent. By allowing an external party such as the entertainment industry the ability to dictate to the consumer electronics industry, you are effectively removing the incentive for consumer electronics companies to innovate, as their best customers will rightfully be weary of purchasing the newest and greatest technologies. When the early adopter is scorned, they are not quick to forgive and forget. You only need to remind the entertainment industry of the failed Circuit City “Divx” initiative to see the power of the early adopter.

I urge the FCC to reconsider their stance regarding the proposed broadcast flag regulations. Early adopters should not be punished for their foresight and willingness to encourage others to pursue innovative technologies.

Regards,

John Anderson